

## New Order

<b>Agency:</b>	Crossroads Media LLC	<b>Station:</b>	WJLA-TV	<b>Flight Start:</b>	06/05/2012
<b>Office:</b>	Alexandria	<b>Order Type:</b>	Normal	<b>Flight End:</b>	06/11/2012
<b>Client:</b>	12 - CrossroadsGPS	<b>Cancel Date:</b>		<b>Hiatus:</b>	
<b>Product:</b>	108 - GPS FLIGHT "C"	<b>Billing Cycle:</b>	Monthly		
<b>Piggyback Product:</b>		<b>Billing Calendar:</b>	Broadcast		
<b>Estimate:</b>	645 - GPS VA FLIGHT C TV 6.5-5.11.12	<b>Received in ePort:</b>	5/22/2012 11:42:02 AM	<b>Airtime Dollars:</b>	\$69,600.00
<b>Primary Demo:</b>	A35+	<b>Local/National:</b>	Local	<b>Interactive Dollars:</b>	\$0.00
<b>Demo 2:</b>		<b>Rep Office:</b>	WJLA-TV	<b>Non-Airtime Dollars:</b>	\$0.00
<b>Demo 3:</b>		<b>AE:</b>	Barbara Monares	<b>Total Dollars:</b>	\$69,600.00
<b>GRP:</b>	97.40	<b>Phone:</b>		<b>Total Spots:</b>	41
		<b>OrderID:</b>	2139837		
		<b>Status:</b>	New		
<b>CPP:</b>	\$714.58			<b>MarketShare:</b>	
<b>Comments:</b>	Separation: 30				

### Daily Airtime Lines

Line	Daypart	DPT													Totals for Entire Flight		
		No	(Program)	Code	Rate	C/T	Len	6/5	6/6	6/7	6/8	6/9	6/10	6/11	Spots	Rtg	CPP
1	TuWThFM 7A-9A GD MRN AMR-ABC	EM	\$1,200.00	C	30		0	1	1	1	0	0	0	1	5	1.80	\$666.67
2	LPMay/2011LP (pav) Sa 7A-8A GD MRN-SAT-ABC	RT	\$600.00	C	30		0	0	0	0	1	0	0	0	1	0.90	\$666.67
3	LPMay/2011LP (pav) Su 8A-9A GD MRN-SUN-ABC	RT	\$700.00	C	30		0	0	0	0	0	0	1	0	1	1.10	\$636.36
4	LPMay/2011LP (pav) TuWThFM 9A-10A LIVE WTH KELLY	DT	\$750.00	C	30		1	1	1	1	0	0	0	1	5	1.20	\$625.00
5	LPMay/2011LP (pav) TuWThFM 11A-12P VIEW-ABC	DT	\$1,200.00	C	30		0	1	1	1	0	0	0	1	5	1.80	\$666.67
6	LPMay/2011LP (pav) TuWThFM 12:30P-1P MILLIONAIRE	DT	\$750.00	C	30		0	1	0	1	0	0	0	1	3	1.60	\$468.75
7	LPMay/2011LP (pav) TuWThFM 5P-6P ABC7 NWS AT 5	EN	\$1,400.00	C	30		0	1	1	1	0	0	0	1	5	1.80	\$777.78

## New Order (Page 4)

**Agency:** Crossroads Media LLC **Station:** WJLA-TV **Order ID:** 2139837  
**Client:** 12 - CrossroadsGPS **Product:** 108 - GPS FLIGHT "C" **Estimate:** 645 - GPS VA FLIGHT C TV 6.5-5.11.12  
**Flight Start:** 06/05/2012 **Flight End:** 06/11/2012 **Received in ePort:** 5/22/2012 11:42:02 AM

Line	Daypart	DPT							Totals for Entire Flight									
		No	(Program)	Code	Rate	C/T	Len	6/5	6/6	6/7	6/8	6/9	6/10	6/11				
	LPMay/2011LP (pav)																	
8	TuWThFM 6P-6:30P ABC7 NWS AT 6			EN	\$1,600.00	C	30	0	1	0	1	0	0	0		2	2.90	\$551.72
	LPMay/2011LP (pav)																	
9	TuWThFM 7P-7:30P WHEEL-FORTNE			PA	\$3,000.00	C	30	1	0	1	0	0	0	1		3	4.10	\$731.71
	LPMay/2011LP (pav)																	
10	TuWThFM 7:30P-8P JEOPARDY			PA	\$4,000.00	C	30	1	1	1	1	0	0	1		5	5.20	\$769.23
	LPMay/2011LP (pav)																	
11	TuWThFM 11P-11:35P ABC7 NWS AT 11			LN	\$2,500.00	C	30	1	1	0	1	0	0	0		3	2.70	\$925.93
	LPMay/2011LP (pav)																	
12	TuWThFM 11:35P-12:05A ABC-NITELINE			LF	\$1,200.00	C	30	1	0	1	0	0	0	1		3	1.80	\$666.67
	LPMay/2011LP (pav)																	
Total Spots:															41			
Total GRP/GIMP(000):																97.4		
Cash\$ - Spots: \$69,600.00 - 41 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$69,600.00 Total CPP/CMP: \$714.58																		